

Review of Plans

DEFINING POLICY



**Corridors *of*
Opportunity**

Statement of Issue

► Review of vision plans for Opportunity Corridors

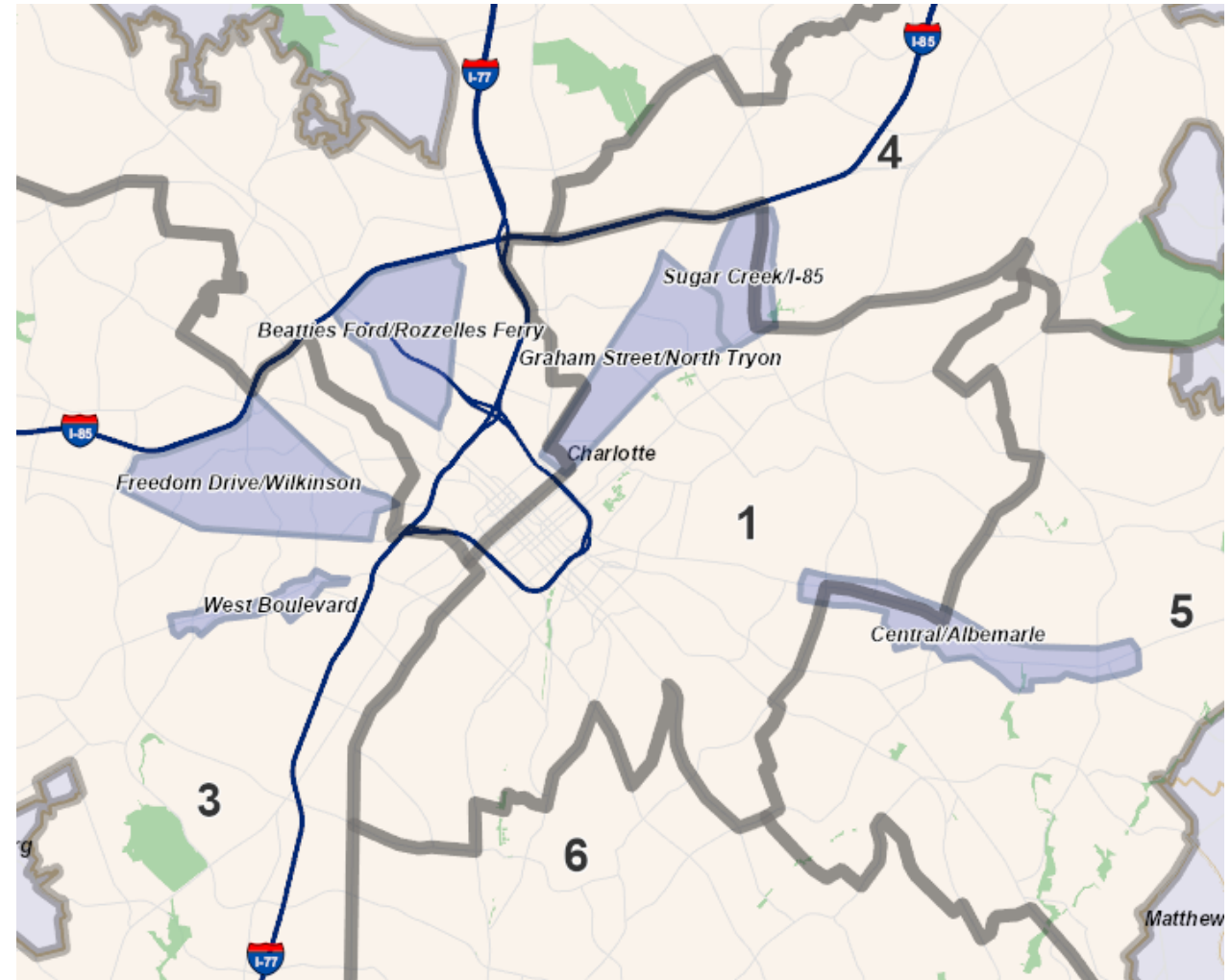
► What do we specifically want to achieve?

- Identify existing city plans for the six Corridors of Opportunities
- Define policies for using existing city plans to help advance opportunities within Opportunity Corridors.
- Outline process for Corridor Playbooks



Adopted Plans in the Corridors

- ▶ **Beatties Ford/Rozzelles Ferry**
 - Washington Heights Neighborhood Plan (2002)
 - West End Land Use & Pedscape Plan (2005)
 - Lakewood Neighborhood Plan (2006)
- ▶ **Central/Albemarle**
 - Eastland Area Plan (2003)
- ▶ **Freedom/Wilkinson**
 - West Morehead Vision Plan (2001)
 - Bryant Park Land Use & Streetscape Plan ((2007)
- ▶ **I-85/West Sugar Creek**
 - None Found
 - Current Design Sprint Ongoing (2020)
- ▶ **North Tryon/North Graham**
 - North Tryon Area Plan (2010)
- ▶ **West Boulevard**
 - West Boulevard Corridor Playbook (2018)
 - West Boulevard Corridor Plan (1999)



Key Steps

The Corridors of Opportunity Vision Documents (Playbooks or Action Plans) are intended to be “living documents”, co-created with community partners, and used as guidance for implementation.

► Preparing a Playbook for Corridors

- This guidance will take the form of action prioritization, capital investment (such as streetscape, redevelopment, transportation and public realm improvements) within the program fund, and where appropriate, specific landuse and urban design guidance for private properties in each of the corridors.

► Establishing recommendations and actions

- As a Playbook is developed, recommendations and actions may take the form of new ideas generated through community engagement or reaffirmations of projects identified in previous planning documents.

► Creating an implementation plan

- The implementation recommendations in a Playbook are compiled and documented in an implementation matrix created to inventory, assign responsibility and track the completion of action items and progress is managed by the City team and Community Partners.

► Council Committee Review and Action

- At the completion of a draft Playbook and Implementation Plan, a council committee review and full council action to receive the Paybook should be initiated.

Example: West Boulevard



WEST BOULEVARD CORRIDOR



PLAYBOOK

“ Strong and vibrant business corridors are the cornerstones of healthy neighborhoods.”

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Past Studies

Older planning efforts along the West Boulevard focused primarily on guiding neighborhood revitalization efforts and land use decisions. While these plans are largely outdated, the prior analysis and recommendations provides a foundation to guide the Playbook.

WEST BOULEVARD CORRIDOR PLAN (1998) SUMMARY

Focus: Parcels fronting West Boulevard from Interstate 77 on the east and past Charlotte Douglas Airport to the west.

Purpose: Assess current conditions and develop strategies for improving the economic stability of the corridor.

Vision: For West Boulevard to be “a place where it is pleasant to live, where residents can obtain basic services and access employment opportunities, and where business owners can operate productive enterprises.”

Key Issues/Strategies:

- Land Use
- Physical Appearance
- Transportation/Mobility
- Socioeconomic
- Business Development
- Community Safety
- Community Building

Key Priorities:

- Redevelop Westover Shopping Center as key community asset.
- Develop New single-family housing and upgrade the existing housing stock in the corridor area.
- Develop a neighborhood shopping center/grocery store to provide for basic shopping needs of area residents.
- Improve the appearance of the corridor by implementing streetscape improvements which focus resources at key intersections and by citing/demolishing unsafe and abandoned structures.
- Enhance public safety with increased police presence and greater community involvement.
- Develop a database, marketing tools and business recruitment strategy.
- Provide better access to job training and placement for area residents.

WESTSIDE STRATEGIC PLAN (2000) SUMMARY

Focus: Addressing eight challenges:

- Land Use: how to maintain a good balance of land uses and ensure appropriate and well-designed development in Airport noise-impacted areas, around I-485 interchanges and other major intersections; along the Catawba River; and around industrial concentrations.

WEST BOULEVARD CORRIDOR PLAYBOOK

Example: West Boulevard

Key Priorities from 1999:

- ▶ **Redevelop Westover Shopping Center as key community asset.**
- ▶ **Develop New single-family housing and upgrade the existing housing stock in the corridor area.**
- ▶ **Develop a neighborhood shopping center/grocery store to provide for basic shopping needs of area residents.**
- ▶ **Improve the appearance of the corridor by implementing streetscape improvements which focus resources at key intersections and by citing/demolishing unsafe and abandoned structures.**
- ▶ **Enhance public safety with increased police presence and greater community involvement.**
- ▶ **Develop a database, marketing tools and business recruitment strategy.**
- ▶ **Provide better access to job training and placement for area residents.**

Implementation Priorities

The WTL+ market study report recommends near-term (0-3 years) and long-term (4+ years) implementation priorities as primary action steps for the West Boulevard Neighborhood Coalition and both the City of Charlotte and Mecklenburg County governments.

NEAR-TERM PRIORITIES (0-3 YEARS)

- 1 Support the West Side Community Land Trust to combat displacement prior to redevelopment investments along corridor
- 2 Foster the construction of the Three Sisters Market food cooperative (co-op) grocery store to provide essential access to healthy food and anchor new business growth
- 3 Increase utilization of appropriate financial and regulatory incentives to provide essential access to healthy food and anchor new business growth
- 4 Work closely with CATS in planning and design of the LYNX Silver Line light rail to increase connectivity
- 5 Align Comprehensive Plan Placetype mapping (future land use) with redevelopment vision of corridor
- 6 Coordinate appropriate UDO zoning district translation to implement new Placetypes that support the redevelopment vision
- 7 Increase participation in the Aging in Place program and other tax exemption programs to provide residents the option to remain in their homes and to age-in-place

LONG-TERM PRIORITIES (4+ YEARS)

- 8 Implement strategies for an expanded West Side Community Land Trust and other approaches to stabilize real estate speculation and gentrification pressures in West Boulevard's neighborhoods including an expansion to include commercial property
- 9 Complete design and implementation of new streetscape and roadway improvements that will also enhance pedestrian and bike routes, pathways and non-vehicular circulation
- 10 Focus new residential and selected commercial development in mixed-use formats at under-activated intersections with an emphasis on neighborhood-serving consumer services such as banking, legal, and medical professionals
- 11 Foster partnerships with existing property owners to explore affordable housing development opportunities: Stratford Richardson YMCA, Charlotte-Mecklenburg Library, faith-based organizations, and Charlotte Housing Authority
- 12 Coordinate with Mecklenburg County on development of the Community Resource Center to expand the range of destination activities near the Stratford Richardson YMCA, the future new library branch and Three Sisters Market
- 13 Explore how to create airport and airport business-related jobs training for area residents as Charlotte Douglas International Airport continues to expand
- 14 Explore long-range possibilities for a future investment-grade hotel at the intersection of West Boulevard and Billy Graham Parkway

Next Steps

- ▶ **Report out to Council**